



PRESS RELEASE - For Immediate Release

OTTAWA BLUESFEST EXTENDS PARTNERSHIP WITH WHIMBLE TO REDEFINE ACCESSIBILITY STANDARDS FOR MUSIC FESTIVALS

Whimble's on-site personal care support services for patrons with physical disabilities will be available for second consecutive year, cementing benchmark for inclusive events in Canada

Ottawa, May 14, 2024: [Whimble Care Inc.](#) ("Whimble"), a platform that enables people with disabilities and caregivers to connect on demand, today announced the launch of its second-year partnership with [Ottawa Bluesfest](#) to offer Whimble's personal care attendant services on-site from July 4 to 14, 2024. The extended partnership highlights the indispensable contribution of experienced caregivers in planning, hosting and promoting an inclusive music festival.

Anyone attending Ottawa Bluesfest who has a physical disability and requires assistance with activities of daily living (such as bathroom breaks, eating or drinking) will have access to experienced caregivers at no additional charge. Caregivers will be stationed at the Accessibility Team tent, as well as at various accessible seating areas around the festival grounds.

"Every individual deserves to enjoy the diverse range of experiences, festivals and events offered by their community," says Emma Brown, founder of Whimble. "After an overwhelmingly positive response last summer, we are thrilled to be back at Ottawa Bluesfest to enable music lovers with disabilities to enjoy the performances worry-free. Together, we are making a tangible and lasting impact to Ottawa festival attendees."

Event partnerships with Whimble help underscore that improved accessibility in Canada is feasible and available. Offering patrons with physical disabilities an enhanced level of peace of mind helps supplement the baseline support offered by event volunteers, but most importantly, increases the accessibility standard at future events.

"We're very pleased to have Whimble on board to offer personal care to our festival fans with physical disabilities," says Ottawa Bluesfest executive director Mark Monahan. "This is something we take seriously in terms of customer satisfaction. It is important to us that the overall festival experience is memorable and hassle-free for all our patrons."

Full accessibility details about Ottawa Bluesfest can be found online [here](#), and to learn more about how Whimble's network of on-site attendants can help take your event's accessibility from *compliant* to *cutting edge*, visit www.whimble.ca/events.

About Whimble:

Whimble is an Ottawa-based caretech startup whose platform connects people with physical disabilities with experienced caregivers for on-demand personal care assistance. To access or provide last minute personal care assistance via Whimble, visit www.whimble.ca.

About Ottawa Bluesfest:

Ranked by Billboard Magazine as one of the top-10 most successful music festivals in the world, Ottawa Bluesfest is a multi-staged music extravaganza that features blues, R&B, gospel, world, rock, pop, and more. Some of the biggest names in the music business come from around the world to perform annually, in downtown Ottawa. The site is licensed and offers great food.

For more information please contact:

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